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# ENERGY STAR® Copier Sales Training

Energy Efficiency Features  
and Sales Advantages



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# ENERGY STAR

## Program Overview



# Why ENERGY STAR®?

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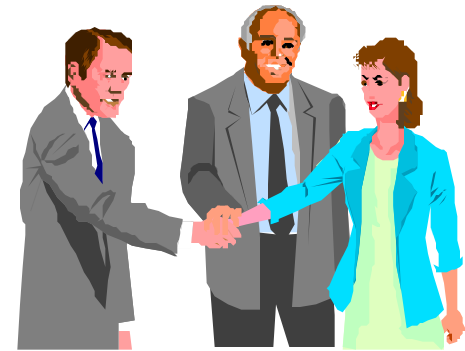
- Office equipment consumes about 7% of all US commercial sector electricity...and is still growing
- Over 85% of a copier's energy consumption occurs in standby mode
- ENERGY STAR copiers can save U.S. consumers over **\$200 million per year** on utility bills



# ENERGY STAR Programs

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- Voluntary Agreement with Manufacturers
- Manufacturers Test Products
- Qualified Products Bear Logo



# Are These New Standards?

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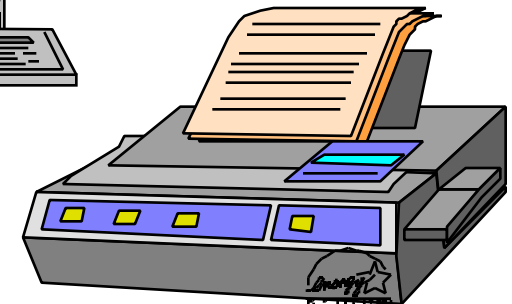
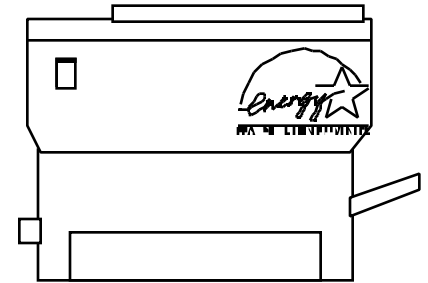
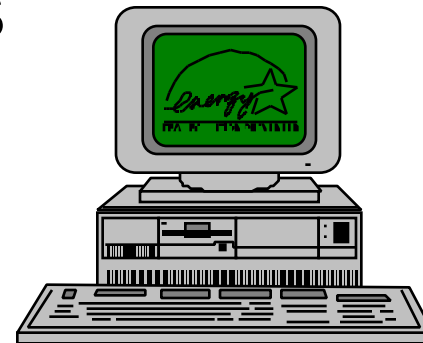
- No. ENERGY STAR is:
  - » Voluntary
  - » Market-Based
  - » Designed to recognize products with superior energy efficiency



# Office Equipment Product Choices

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- PCs, Monitors
- Printers, Fax machines
- Copiers
- Scanners
- Multi-function Devices



90% of manufacturers participate  
in the ENERGY STAR program

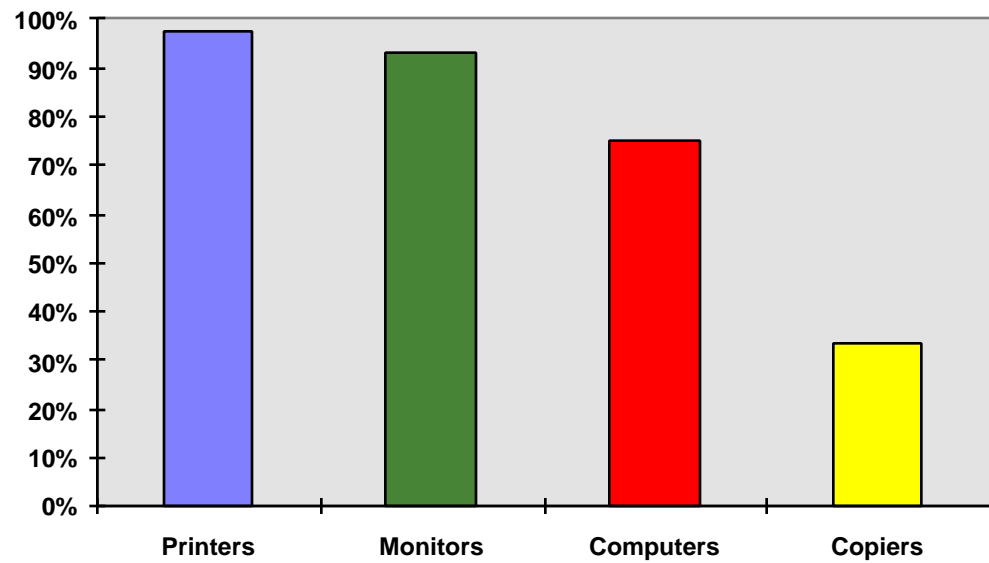


# ENERGY STAR® Is a Growth industry

- Since the computer program launch in 1992, ENERGY STAR compliant products has become the market leader.

Compliance in 1995:

- » 98% of printers
- » 93% of monitors
- » 75% of PCs
- » 33% of copiers



# ENERGY STAR® Is a Growth industry

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- Consumers increasingly request energy efficient features
- The increase of small/home offices and telecommuting increases customer concern about power consumption costs
- EPA expects that by 2000, 90% of copiers will be ENERGY STAR compliant





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# ENERGY STAR Dealer Training



# Overview:

## ENERGY STAR® Copier Features

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- Low Power Mode

- » A typical copier is **active only 5%** of the time
- » Low power mode saves energy (and money) by powering down during the 95% of the day the copier is not used
- » Recovery time is usually no more than 30 seconds
- » Delay to auto-off can be increased to up to 4 hours



# Overview:

## ENERGY STAR® Copier Features

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- Default Duplex

- » 4 times as much energy is required to produce a sheet of paper than to copy an image onto it (including standby energy)
- » Duplexing saves paper, and therefore saves energy
- » Default duplex can save up to \$1,600 on paper purchases and eliminate the need for 20 (four-drawer) filing cabinets per copier



# Overview:

## ENERGY STAR® Copier Features

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- Auto-Off Feature

- » Many copiers are inadvertently **left on overnight**
- » By automatically shutting down, the copier uses less energy when no one is in the office
- » Auto-off may be disabled if it causes sizable inconvenience to the customer, but
- » Try extending the delay time first



# Overview:

## ENERGY STAR® Copier Features

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- Weekly Timer

- » This optional feature automatically starts and shuts down the copier
- » The timer accounts for weekends and holidays
- » For offices with regular hours, it ensures shut down at the end of the day, and ready state each morning



# Benefits of ENERGY STAR® Copier Features

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- Cost Savings:

- » With typical use patterns, customers save up to **\$4,225** per year (for high-speed copiers) **per copier**, on utility bills, paper purchases, and postage
- » For the US., this will save:
  - Over \$55 million in 1997 -- just on utility bills
  - \$670 million in paper purchases each year by increasing duplexing rate to an average of 60% of copying jobs
- » Savings begin the first day



# Benefits of ENERGY STAR® Features

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- Environmental Benefits:

- » Saving energy reduces the amount of fossil fuels burned to generate electricity. That eliminates the emission of gases that lead to global warming
- » Low-power and auto-off modes save up to 1,650 kWh per copier each year; for the entire US, this:
  - Prevents the emission of over 2 million tonnes of carbon dioxide
  - Is the environmental equivalent of removing 37,000 cars from the road



# Benefits of ENERGY STAR® Features

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- Environmental Benefits:

- » Duplexing can:

- Reduce the energy consumed in manufacturing paper by over 2 billion kWh per year by increasing the duplex rate to 60%
- Conserve resources (trees) used to make paper
- Reduce the amount of paper in the waste stream





# ENERGY STAR® Is Making an Impact

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- The ENERGY STAR program works with manufacturers to find ways to reduce energy consumption
- The label is applied to compliant products in many industries:
  - » Office equipment, major appliances, HVAC equipment, lighting, exit signs, and more



# ENERGY STAR® Is Making an Impact

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- EPA recognizes the need to work with Partners on increasing consumer awareness
- ENERGY STAR plans to conduct a brand awareness campaign in 1997
- EPA hopes to work with manufacturers to address customer needs



# How is ENERGY STAR® a Sales Advantage?

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- EPA has developed materials to help you sell ENERGY STAR copiers:
  - » Facts on how ENERGY STAR saves money and the environment
  - » Cost savings fact sheet
  - » Paper use guidelines
  - » Facts on climate change and global warming
  - » Sample advertisement and news article copy
  - » Tips for your customers

